Please amend the claims as follows:

27. (currently amended)   A system for providing advertisement information to an audience, said system comprising:

job request means for receiving a plurality of job requests, each job request including data representative of an advertisement and data representative of an advertising schedule request, said data representative of an advertising schedule request including at least one of a requested movie genre, a requested movie rating, a requested showing location, a requested showing time, a requested movie release start date and a requested movie release end date;

storage means for receiving and storing said plurality of job requests;

actual movie showing storage means for storing a plurality of actual movie showings, each actual movie showing including actual movie showing data that is representative of a movie showing identification and audience common interest data, said audience common interest data including data that is representative of at least one of a movie genre, a movie rating, a showing location, a movie showing time, a movie release start date and a movie release end date;

automated selection means for selecting a plurality of selected actual movie showings from said plurality of actual movie showings associated with a plurality of selected job requests from said plurality of job requests using a computer processing system to determine a schedule associated with each said selected actual movie showing such that each selected actual movie showing includes at least one of a movie genre, a movie rating, a showing location, a movie showing time, a movie release start date and a movie release end date in common with a movie genre, a movie rating, a showing location, a movie showing time, a movie release start date and a movie release end date of an associated advertising schedule request of each selected job request,

said automated selection means seeking to fill a schedule of advertisements associated with each selected actual movie showing; and

presentation means for presenting the schedule of advertisements at each associated selected actual movie showing

~~wherein said system provides that exposure data is generated that is indicative of the number of people that viewed each schedule of advertisements~~.

28. (previously presented) The system as claimed in claim 27, wherein said automated selection means selects a plurality of selected job requests associated with each selected actual movie showing.

29. (previously presented) The system as claimed in claim 27, wherein said automated selection means selects a plurality of selected actual movie showings associated with each selected job request.

30. (canceled).

31. (previously presented) The system as claimed in any of claim 27, wherein said system further includes an exposure log generation unit for recording data representative of the presentation of advertisements associated with the selected job requests that are associated with each selected actual movie showing.

32. (previously presented) The system as claimed in claim 27, wherein said audience common interest data includes information regarding a movie rating.

33. (previously presented)   The system as claimed in claim 27, wherein said audience common interest data further includes information regarding the time of day that a movie is scheduled to be shown.

34. (previously presented)   The system as claimed in claim 27, wherein said audience common interest data further includes information regarding whether the time of day that a movie is scheduled to be shown is the first showing of the movie in that theatre.

35. (previously presented)   The system as claimed in claim 27, wherein said system further includes assembling means for assembling a plurality of frames into a composite frame.

36. (previously presented)   The system as claimed in claim 35, wherein said presentation means includes a digital projector and said composite frame is displayed by said digital projector.

37. (previously presented)   The system as claimed in claim 27, wherein said system provides an exposure report.

38. (currently amended)   A system for providing advertisement information to an audience, said system comprising:

    job request means for receiving a plurality of job requests, each job request including data representative of a content and data representative of a content schedule request, said data representative of a content schedule request including at least one of a requested movie genre, a requested movie rating, a requested showing location, a requested showing time, a requested movie release start date and a requested movie release end date;

storage means for receiving and storing said plurality of job requests;

actual movie showing storage means for storing a plurality of actual movie showings, each actual movie showing including actual movie showing data that is representative of a movie showing identification and audience common interest data, said audience common interest data including data that is representative of at least one of a movie genre, a movie rating, a showing location, a movie showing time, a movie release start date and a movie release end date;

automated scheduling means for seeking to fill a schedule for each of said actual movie showings using a computer processing system, each such schedule including data identifying data representative of content from a selected plurality of job requests such that each actual movie showing associated with each schedule includes audience common interest data that matches at least some of the data representative of a content schedule request included with each associated selected job request; and

a plurality of presentation assemblies, each of which presents content in accordance with the schedule associated with each of said plurality of actual movie showings at a plurality of associated locations; ~~wherein said system provides that exposure data is generated that is indicative of the number of people that viewed each schedule of advertisements~~.

39. (previously presented)   The system as claimed in claim 38, wherein each said schedule of content for each of said plurality of actual movie showings comprises an entire presentation in advance of a movie that is scheduled to be shown at the associated actual movie showing.

40. (previously presented) The system as claimed in claim 38, wherein said automated scheduling means includes duplicate resolution means for identifying any of duplicate content within a schedule of content.

41. (canceled).

42. (previously presented) The system as claimed in any of claim 38, wherein said system further includes an exposure log generation means for recording data representative of the presentation of content associated with each selected job requests.

43. (currently amended) A method of providing advertisement information to an audience, said method comprising the steps of:

receiving a plurality of job requests, each job request including data representative of an advertisement and data representative of an advertising schedule request, said data representative of an advertising schedule request including at least one of a requested movie genre, a requested movie rating, a requested showing location, a requested showing time, a requested movie release start date and a requested movie release end date;

storing said plurality of job requests;

storing a plurality of actual movie showings, each actual movie showing including actual movie showing data that is representative of a movie showing identification and audience common interest data, said audience common interest data including data that is representative of at least one of a movie genre, a movie rating, a showing location, a movie showing time, a movie release start date and a movie release end date;

processing said common interest data and said data representative of advertising schedule requests using a computer processing system to seek to fill a schedule for each of said plurality

of actual movie showings, each such schedule including data associated with a plurality of job requests such that each actual movie showing associated with each schedule includes audience common interest data that matches at least some of the data representative of an advertising schedule request included with each associated job request; ~~and~~

presenting advertisements in accordance with the schedule associated with each of said plurality of actual movie showings at a plurality of associated locations; **and**

~~wherein said method provides that~~ **providing** exposure data ~~is generated~~ that is indicative of the number of people that viewed each schedule of advertisements.

44. (previously presented)   The method as claimed in claim 43, wherein said step of processing said common interest data and said data representative of schedule requests to determine the schedule for each of said plurality of actual movie showings involves determining an entire presentation in advance of a movie that is scheduled to be shown at the associated actual movie showing.

45. (canceled).

46. (previously presented)   The method as claimed in claim 43, wherein said method further includes the step of generating an exposure log that includes data representative of the presentation of advertisements associated with said plurality of job requests that are associated with each said schedule for each of said plurality of actual movie showings.

47. (previously presented)   The method as claimed in claim 43, wherein said method further includes the step of assembling a plurality of advertisements of each schedule into a composite frame, and said step of presenting advertisements includes presenting said composite frame.